

MOORSBUS PASSENGER SURVEY: 2021 RESULTS

The annual on-board survey of **Moorsbus** passengers was undertaken from July to September 2021.

The survey provides an insight into four 'Vs' – the **Visit** pattern, the **Visitor** profile, the **Value** of passenger spend and the general **Views** of the respondent. (A further V – the overall **Volume** of users – comes from passenger loading figures.) This information sheet looks at Visit, Visitor and Value. Views (which are written comments) are published on the Moorsbus website: www.moorsbus.org

Significant variation with previous years includes the quality assessment (7) and spending patterns (8) of passengers. The age profile (9) continues to show high use by elderly people. The Community Interest Company will use this data to plan for 2022 services.

Survey forms were available each day on every bus, with passengers encouraged to complete a form for each day of travel. Results represent 371 passengers in 234 groups.

	2021	2019	2018	2017	2016
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1. Average number of journeys per passenger per day

	2.89	3.04	2.91	3.08	2.63
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2. Purpose(s) of journey *

Walk	59%	65%	59%	65%	64%
Average walk duration	3.4hrs	3.8hrs	4.0hrs	4.1hrs	3.4hrs
Ride in the countryside	55%	47%	46%	45%	61%
Visit a specific attraction	11%	12%	21%	23%	22%
Meal	9%	13%	13%	14%	19%
Shopping	8%	7%	8%	6%	15%
Visit friends	5%	6%	5%	4%	1%
Work / volunteering	3%	2%	2%	1%	1%
Special event	1%	4%	5%	4%	3%

3. Main places visited * compared with 2019 (in brackets)

Danby	38% (37%)	Castleton	12% (15%)
Pickering	29% (28%)	Guisborough	11% (10%)
Hutton le Hole	13% (18%)	Kirkbymoorside	9% (15%)
Sutton Bank	13% (17%)	Rievaulx Abbey	9% (6%)
Rosedale Abbey	12% (12%)	Thornton le Dale	4% (10%)

4. Day visits or holiday trips compared with 2019

93% visited from home (91%)

7% were on holiday (9%), staying an average of 3 nights (2)

65% were staying with friends and relatives (62%)

30% were staying in serviced accommodation (30%)

6% were staying in non-serviced accommodation (9%)

5. Sources of information about Moorsbus *

Used it before	85%	92%	89%	74%	53%
Timetable	18%	16%	21%	21%	26%
Moorsbus e-mail	8%	-	-	-	-
Poster	3%	5%	6%	8%	8%
Bus advertising	2%	2%	3%	7%	
Info centre	2%	2%	2%	3%	7%

6. Surveyed passengers receiving Moorsbus information (by post, online or in person) in last year

	83%	90%	86%	87%	64%
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	2021	2019	2018	2017	2016
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7. Quality assessment out of 100

Amount of information	93.3%	95.0%	92.5%	92.1%	87.9%
Clarity of information	87.5%	92.8%	92.7%	92.8%	90.0%
Accuracy of info	93.3%	95.6%	92.7%	95.0%	93.7%
Routes taken	92.0%	94.8%	90.9%	90.9%	87.5%
Frequency of buses	89.3%	90.9%	88.4%	84.9%	81.3%
Value for money	98.6%	98.9%	98.9%	97.9%	97.9%
Reliability	97.8%	99.3%	98.3%	97.6%	97.6%
Comfort	95.8%	97.0%	95.0%	93.7%	94.5%
Drivers	99.8%	99.4%	99.2%	98.5%	99.0%
Average assessment	94.4%	96.0%	94.3%	94.5%	92.2%
On-bus Covid precautions	96.9%				

8. Average spend per day per group

Food and drink	£10.44	£ 8.23	£ 9.84	£ 9.72	£ 8.85
Recreation	£ 0.45	£ 7.63	£ 6.71	£ 2.34	£ 0.81
Shopping	£ 3.07	£ 9.45	£12.65	£ 5.35	£ 4.79
Transport	£ 4.85	£10.20	£ 9.00	£ 7.12	£ 2.53
Other spending	£ 0.99	£ 3.68	£ 6.38	£ 1.68	£ 0.58
Total spend per group	£21.00	£39.19	£44.57	£26.21	£17.57
Average spend per passenger	£13.25	£24.69			

These figures underestimate passenger spend: a blank response was presumed to show zero spend rather than simply a reluctance by respondents to disclose financial data.

9. Age of passenger completing the survey

Under 24	1%	3%	1%	2%	2%
24 – 40	1%	2%	2%	2%	2%
41 – 59	6%	5%	4%	8%	14%
60 – 70	29%	38%	52%	59%	52%
Over 71	64%	53%	42%	29%	39%

10. Car ownership and accessibility (2019 in brackets)

Passengers from a car-owning household: **34%** (33%).

Percentage choosing to use the bus rather than a car: **23%** (24%)

Passengers from a household without a car: **66%** (66%)

11. Average size of party

	1.59	1.59	1.75	2.07	2.17
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12. Number of journeys starting by train

	5%	4%	4%	-	-
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Rail journeys commenced at stations throughout England, with most from Yorkshire and the North East. The most frequently used station was York.

13. Passenger preference for future operations

More routes	18%	28%	31%	48%	-
Longer season	68%	41%	48%	38%	-

14. Other destinations Moorsbus should serve

The most frequently requested locations were: *Osmotherley, Farndale, Nunnington Hall, Lastingham, Hawby, further into Dalby Forest (Bridestones, Staindale, Hackness, Forge Valley) and Esk Valley villages (inc Lealholm, Grosmont) and Glaisdale*: many served by Moorsbus in the 1990s / 2000s but no longer feasible other than by minibus.

Several other destinations mentioned are already served by other bus operators, or even by Moorsbus itself, suggesting that overall knowledge of bus routes could be improved.

15. Passenger origins

230 forms had valid Postcodes with 74% from Yorkshire and the Humber, and 23% from the North East. Taking account of multiple forms from a single address (for travel on different days), a third of unique addresses were in Yorkshire, a third in the North East, and a third from elsewhere in the UK.

* Totals may add to more than 100% due to multiple answers

